



City of Gaithersburg Press Release

Contact: Public Information Director
City of Gaithersburg
301-258-6310
cityhall@gaithersburgmd.gov

For Immediate Release

Gaithersburg Goes Purple to Raise Awareness About Substance Use Prevention

Gaithersburg, MD – (November 6, 2018) To engage the community in how local government works, the Mayor and City Council issued a proclamation declaring November as "Municipal Government Works Month" in Gaithersburg during its meeting on November 5, 2018. The Maryland Municipal League (MML) encourages local municipalities to celebrate Municipal Government Works (MGW) Month in an effort to educate citizens about the role and function of government.

The City is also joining MML and other local municipalities in the "Go Purple" movement to raise awareness about substance use and the opioid crisis. "Go Purple" is an initiative of *The Herren Project*, a substance abuse prevention program designed to engage and educate young people about the dangers of substance use. The program empowers youth and the community to make positive and healthy life choices. For more information on *The Herren Project* and the Go Purple movement, visit <https://theherrenproject.org/going-purple/>.

Gaithersburg is highlighting resource information on its website and social media and is exploring town hall opportunities to further engage and educate the community about the opioid crisis. The City will also promote the statewide "211" hotline number that connects people to important community services.

Throughout the month of November, the Mayor and City Council and staff will wear purple lapel pins and dress in purple on Wednesdays, the City's logo will be temporarily changed to purple, and select City facilities will be illuminated with purple lighting at night. The City also encourages local businesses and residents to wear purple and adopt purple lighting for the month. Share how you are participating on social media using #MGWWednesday and #GoPurpleMML.

About Municipal Government Works Month

Since 1993, Maryland's cities and towns have celebrated Municipal Government Works Month each November in an effort to promote citizen awareness of and interest in their local government. Through school visits, MML members have educated more than 27,000 students and their teachers about how municipal government works. Learn more at <https://www.mdmunicipal.org/171/Municipal-Government-Works-Month>.

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